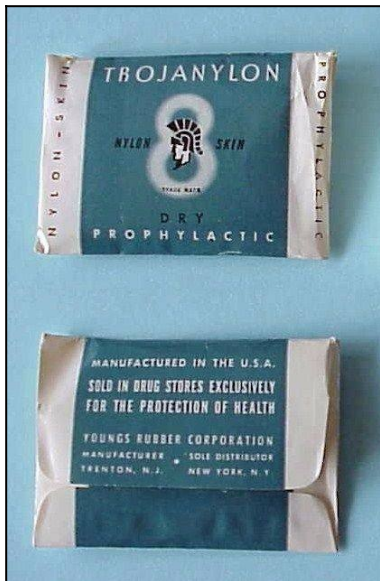


Chiropractic Offices in Trenton, New Jersey appearing in Fitzgerald's City Directory from 1919 to 1930

Brian A. Smith, D.C.

City Directories are often an overlooked and underappreciated source of information about the chiropractic profession, especially in the first half of the twentieth century. I selected Trenton, New Jersey as the subject city because I am very familiar with that capital city as it was my hometown. This familiarity makes it easy for me to identify which practices were office-based

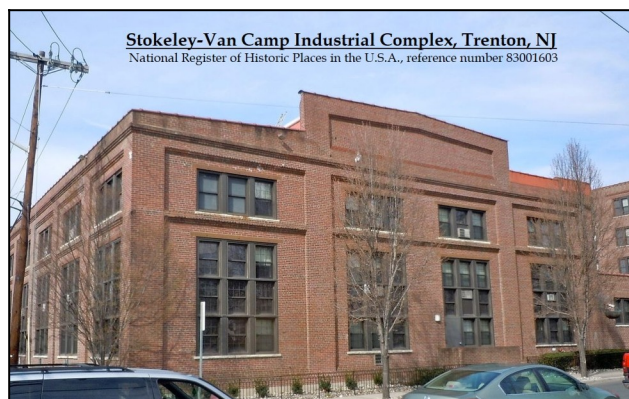


versus home-based and which served a white-collar community and which served a blue-collar community. This familiarity is necessary to analyze the data with an eye to identifying the more probable patient base from which we can extrapolate to income levels, education, and socioeconomic status of a typical patient in any particular practice. Such extrapolations certainly have their shortcomings inasmuch as certain assumptions are made and any of those may be wrong, leading to faulty conclusions. This is magnified in the areas of the city where residential properties predominate as there may be a great mix of people from different walks of life living within a few blocks of each other and with just one chiropractic office located in the vicinity, the patient base is not amenable to such an investigation.

Nevertheless, when a significant number of offices are located within a specific area of a city, such assumptions tend to be more accurate and the revelations of just who is the typical that would seek chiropractic care during the 1920s can be telling.

Trenton presents a good example of this. The working age male population (15-64) in 1920 was 30741 with 10893 being foreign born; the same female population was 17498 of which 8785 were foreign born. The foreign born

populations with over 1000 people were from Austria, Czechoslovakia, England,



Germany, Hungary, Ireland, Italy, Poland, and Russia.¹ The city was a manufacturing giant in the nineteenth and twentieth centuries with a wide variety of manufacturers. It was the home of Roebling Steel – the designers and builders of the Brooklyn Bridge; Boehm and

Lennox Porcelain, cigar factories, Trojan condoms, a doll factory, Champale brewery, Heldor Swimming Pools, Switlik Parachutes, the designer of parachutes for NASA; Phillips lighting, Campbell's Soups and Stokeley-Van Camp with their signature pork-and-beans; and so on.

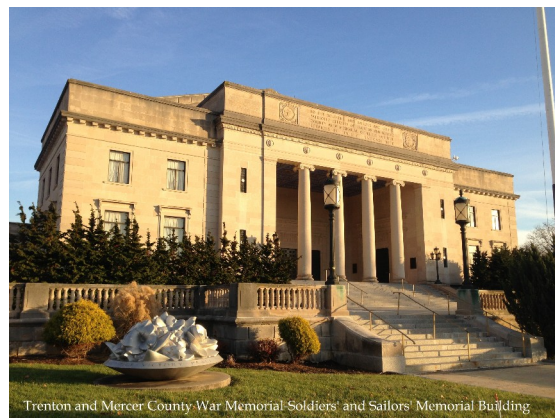
There were plenty of ethnic churches that could be a good source of new patients for some doctors, most being located beyond center-city. The Slovak population was served



by three churches: Saint Michael Archangel Roman Catholic, Saint John the Evangelist Lutheran, and Saints Peter & Paul Slavish Roman Catholic Church. Germans had Saint John German Evangelical Church and Saint Francis of Assisi Roman Catholic churches. Hungarians had several choices of religion: Magyar Baptist, Hungarian Reformed, Saint Elizabeth's Episcopalian, Szent Niklós (Saint Nicholas) Hungarian Greek Catholic, and Saint Stephen's Roman Catholic. The Irish were served by Saint John the Baptist Roman Catholic while the Italians had Saint Joachim's

Roman Catholic. Poles had four churches to choose from, all Roman Catholic: Saint Hedwig's, Our Savior Polish National Catholic Church, Holy Cross, and Saint Stanislaus. Russians had Saint Vladimir Orthodox Church.

Trenton also had a thriving administrative component; in fact it is the only city in the United States to have been the capital city at every jurisdictional level – it served twice as the nation's capital, it has been the State capital since 1828, it is the seat of Mercer County as well as being the center of Trenton Township. It boasted a dozen extravagant movie palaces during the



¹ Fourteenth Census of the United States, Population of New Jersey: Composition and Characteristics of the Population, U.S. Bureau of Commerce (Washington, D.C. Government Printing Office; 1921)



1920s, 1930s, and 1940s, and an unrivaled city auditorium, the War Memorial, which was constructed in the 1920s to honor those from Trenton who gave their lives in the service of their country during The Great War. Fitzgerald's was the Trenton-based company that issued the city directories for much of the twentieth centuries including the years 1919, 1920, 1923, 1924, 1926, 1928, 1929, and 1930 that are included in this work. These years were selected mainly due to their ease-of-access online. Full sets are

available at the New Jersey State Library in Trenton and at several local libraries such as Trenton Public Library on Academy Street and several of the Mercer County Library offices. The townships surrounding Trenton – Ewing, Lawrence, and Hamilton each have similar collections in their respective libraries though not a complete collection at any one library.

I only looked in the Business section of each city directory and specifically for the 'Chiropractors' listing. Many chiropractic doctors were listed under different headings at this early date in the life of the profession – Magnetic healers, mechanotherapists, vitapathic physician are just three off the classifications I have found used by chiropractic doctors for one reason or another. There was often a staunch resistance to including such a heading in the City Directory from the local and State medical lobby. Their members would threaten to drop their listings en masse from the Directory if the Chiropractors category was included, costing the publishing company a significant amount of their anticipated income. I have also encountered a few chiropractors listed in the Chiropodists heading; whether they practiced both professions or if the publishing company made an error or for some other reason that this occurred is not known.



I did check the 1903 and 1904 City Directories but Chiropractors was not a heading appearing in the Business section of either year.

A City Directory is not a telephone directory; it does not list every person in every business – it was a form of advertising where businesses had to pay to be listed. Many chose not to be listed. For prospective patients, the City Directory did function much as the later telephone directories – it was a resource to locate the business or service you wanted that was convenient to you. This came in handy especially when a profession, such as chiropractic, was relatively young and word-of-mouth had yet to become the potent force it would be in the United States following the Second World War – there just were not enough satisfied patients referring friends and relatives into chiropractic offices

to meet the requirements of a successful office. The paternal side of the family availed themselves to chiropractic care from the time they moved to Trenton in 1928, based on location according to family members. Their family doctor *was* the chiropractic doctor whose office was a couple blocks from their home. My father only remembers going to *Dr. Deisel*, the chiropractic doctor, down the street and has no recollection of ever visiting a medical doctor for any condition. Their family doctor just happened to be a chiropractor and, as far as the family was concerned, why use two doctors when one does just fine. It is too late for questions to be asked to understand their decision-making process better as none are alive today but I do know my grandfather traveled to a health sanitarium in Florida twice a year as a *restorative* from the occupational disease that claimed his life in 1940. Perhaps he became acquainted with the chiropractic profession in Florida or the choice may have just been due to proximity. His death certificate gives the cause of death as *minor's azma* which took a bit of research before I figured out it was black lung disease, then called *miner's asthma*, he had acquired in his younger years working as a coal miner that claimed his life at 51 years old. That tradition was carried forward into my generation but on a lesser scale. If we happened to be with my Dad at one of his visits to his chiropractic doctor, we would also be checked and adjusted for any condition that was bothering us from sore necks to tonsillitis, the last of which I suffered from a particularly serious bout of inflamed tonsils which were interfering with my ability to eat. Achieving no relief after three days of standard medical treatment, and now suffering from a stiff neck, I went to my chiropractic doctor. He took my temperature and disposed of the glass thermometer after reading it as he was certain it was no longer accurate. Using a second glass thermometer, he got the same result – 106°! He advised me to see my medical doctor and, after adjusting my spine, he performed what he called a *technique to drain the tonsils*. My tonsils were immediately reduced by about fifty percent while in his office. In fact, chiropractic was the only treatment that succeeded in reducing the inflamed and enlarged tonsils. It was this incident the cemented my decision to become a chiropractic physician and weighed heavily into my choice to continue in the post-graduate diagnosis and internal disorders diplomate program of the American Chiropractic Association.

What follows is, first, a typical title page for Fitzgerald's 1928 City Directory and then the listings for *Chiropractors* listed in the Business section for the given year. Each new address is followed by a number, circled in red that corresponds to the location on the maps which follow the listings. Repeated addresses are not numbered. Finally, a discussion of the trends noted and what those trends say about the profession.

1928

FITZGERALD'S

Trenton and
Mercer County

DIRECTORY

TOGETHER WITH A
Business Directory of Morrisville, Pa.

TO WHICH IS ATTACHED A
NEW MAP OF TRENTON AND SUBURBS

Also, including a Fund of Information Concerning Public and Private Institutions, National, State, County and Borough Governments, Gathered from Reliable and Official Sources.

PRICE, \$11.00

COMPILED AND PUBLISHED BY
The Fitzgerald Directory Company, 14 North Warren Street,
TRENTON, N. J.

Phone 5455



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1928

VOORHEES H M & BRO, 131-135
E State
Carriage and Wagon Builders
FITZ GIBBON & CRISP, INC,
Calhoun and Dunham
REEDER LEWIS W, 223 S War-
ren
Teneous L & Son, 1400 S Clinton
WYCKOFF EDWIN P, E Front
cor S Stockton

Carriage Materials

Shick Charles, 153 W Hanover

Cash Registers

National Cash Register Co, 229 E
State

Caterers

Hildebrecht's Restaurant, 19-21
W State
Reynolds Henry W, 176 W State
Shackelford Henry M, rear Mul-
heron al

Cement

Campbell Phil I, Perry and Ew-

Rulon Norman E, 76 Wall
Tatler & Lawson Decorating Co,
Monmouth n E State
Trenton Decalcomania Co, 812
Cass

China, Glass and Queensware

DUNHAM S P & CO, 22-26 E
State
Kaufman S E Co, 115-125 S Broad

Chiropodists

BIRD LILLIAN J, 115 E Hanover
Brown Georgie L, 32 W State
Kugler Inez R, 219 N Warren
Lehman Margaret R, 50 Colonial
MacDAID JOHN STEVENSON,
24-25 Gundling Bldg
Marinello Shop, 32 W State
Satterthwaite Margaret W, 32 W
State

Chiropactor

Marchand Charles E, 145 Perry (1)
Vliet Chester B, 211 Broad St (2)
Bank Bldg

1920

p. 94

Mech Bldg

VAN NOTE M B, 111 E Hanover

Chiropactor

Marchand Charles E, 145 Perry
Martindell Walter B, 109 N Wil-
low (3)

Christian Science Practitioner

1923

p. 95

Chiropactors

Barnett J Whitmore, 801-803 (4)
Amer Mech Bldg [137 E State St] (5)
Etz Harry, 30 S Clinton av (6)
Flamand Emilie Dr, 128 E Han-
over
Lorenzo Thomas A, 211 Broad St
Bank Bldg
Marchand Charles E, 145 Perry (7)
Rausch Jos F, 220 E State (8)
Surters Etta K, 241 E Hanover (9)
Whiteside M H, 559 E State

1924

p. 77

Chiropactors

Billey N A, 927 Adeline (10)
Etz Harry, 30 S Clinton av
Flamand Emilie Dr, 128 E Han-
over
Jacobs F V, 220 E State
LORENZO THOMAS A, 211 Broad (11)
St Bank Bldg
Marchand Charles E, 145 Perry
Surters Etta K, 241 E Hanover
Whiteside Meade H, 155 S Broad (23)

1926

p.77

Chiropactors

Brooksie J A, 305 McClellan (12)
Etz Harry, 30 S Clinton av
Flamand Emile Dr, 128 E Han-
over
Jacobs F V, 220 E State (13)
Lorenzo Thomas A, 234 Academy (14)
McCullough William G, 212 E
Hanover
Marchand Charles E, 145 Perry (15)
Surters Etta K, 236 E Hanover
Whiteside Mead H, 532 E State (16)

Chiropractors

Etz Harry, 30 S Clinton av
FLAMAND EMILIE DR, 128 E
 Hanover
 Frye Lyn, 828 S Broad
 Jacobs F V, 324 W State
 Kailey Earl, 508 Woodland
 Lorenzo Thomas A, 234 Academy
 Marchand Charles E, 145 Perry
 McCullough William G, 210 E
 Hanover
 Surtees Etta K, 236 E Hanover
 Whiteside Meade H, 12 Living-
 ston

17

18

19

20

21

Chiropractors

Etz Harry, 30 S Clinton av
 Flamand E, 128 E Hanover
 Jacobs F V, 324 W State
 Kailey Earl, 508 Woodland
 Lorenzo Thomas A, 234 Academy
 McCullough William G, 210 E
 Hanover
 Marchand Charles E, 145 Perry
 Surtees Etta K, 236 E Hanover
 Whiteside Meade H, Forst-
 Richey Bldg [E. State & Warren Streets]

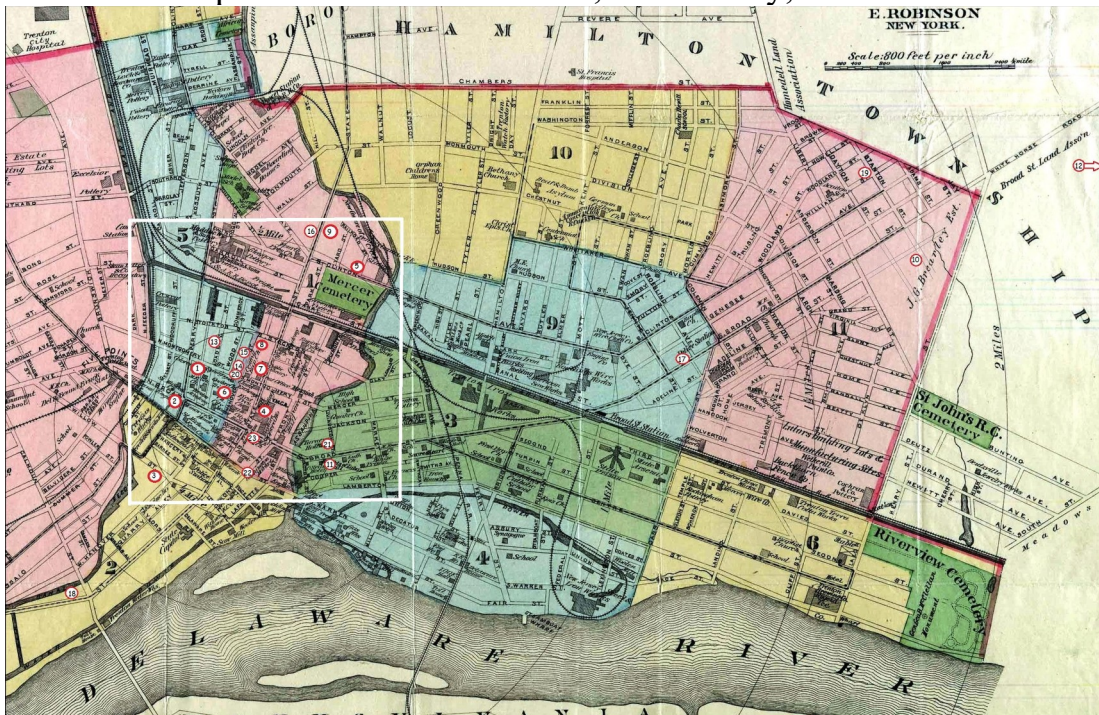
22

No new addresses in 1930.

Chiropractors

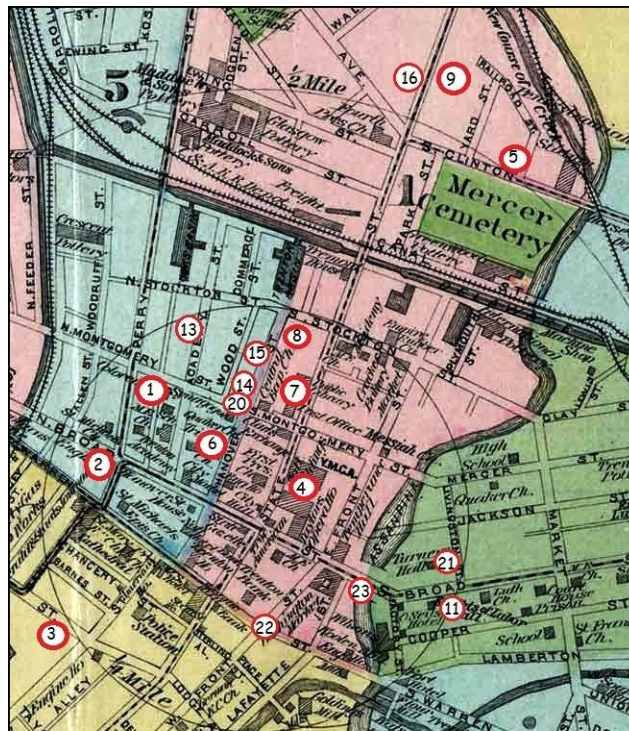
Etz Harry, 30 S Clinton av
 Flamand E, 128 E Hanover
 Jacobs F V, 324 W State
 Kailey E E, 20 Forst-Richey
 Bldg
 Lorenzo Thomas A, 234 Academy
 McCullough William G, 210 E
 Hanover
 Marchand Charles E, 145 Perry
 Surtees Etta K, 236 E Hanover
 Whiteside Meade H, 20 Forst-
 Richey Bldg

Chiropractic offices in Trenton, New Jersey, 1919 - 1930



Trenton, NJ - Chiropractic offices 1919 - 1930 (Detail of area in white square below)

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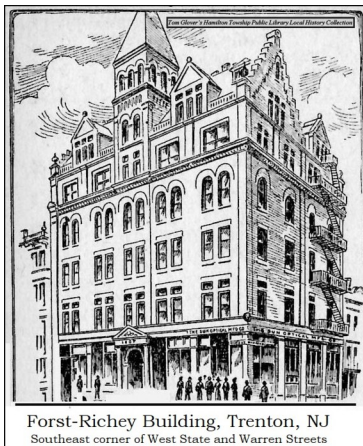


Detail, downtown Trenton, NJ

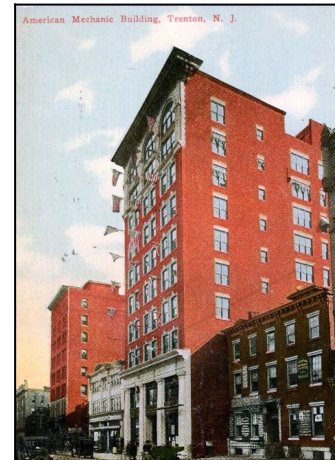
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Discussion

There were a total of 23 different addresses of chiropractic offices listed in the city directories of Trenton, New Jersey between the years 1919 and 1930. As not every year in this span were examined, it may that additional addresses were included in the years absent – 1921, 1922, 1925, and 1927. Be that as it may, examination of the location of these offices on the map show a concentration of offices in the downtown region which was the administrative and business center of the city. This core of the city is shown by the inner black circle which is a one-quarter mile radius from the city center at Broad and State Streets and fourteen office locations are found there. The larger circle doubles the radius of the core to one-half mile but only one office is added to the fourteen offices in the core. The three offices located in the upper right corner of the detailed map are just outside the half-mile radius circle and are grouped around the main passenger railroad station serving the city. This gives a total of eighteen of the twenty-three offices being located in what could be called the city-center. Four offices are within the city limits but outside the center-city area and just one office is located beyond the city limits, that being the office of Dr. J.A. Brooksie on McClellan Avenue, a residential street in Hamilton Township.



The type of building was relatively easy to determine for most locations as most of the buildings still stand. However there were five buildings that no longer stand and whose type could not be otherwise determined. The seventeen that were identified were divided amongst office buildings (four, two of which are pictured here), residential buildings (ten), and three were located in mixed-use



buildings that had a business on the first floor and living units above. The exact location of the offices in this last group is unknown as they could have occupied the store-front space on the ground floor or have been in one of the residential spaces above.

There were sixteen doctors named in the eleven years between 1919 and 1930: Banard, Billey, Brooksie, Etz, Flamand, Frye, Jacobs, Kailey, Lorenzo, Marchand, Martindell, McCullough, Rausch, Surtees, Vliet, and Whiteside. The last named is responsible for much of the difference between the number of doctors, sixteen, and the number of locations, twenty-three. Dr. Whiteside had five office locations over seven years with one location outside of the city core and two near the train station. One the two doctors listed in 1919, Marchand, remained at the same address through all eleven years. Seven doctors are listed in just a single year: Banard (1923), Billey (1924), Brooksie (1926), Frye (1928), Martindell (1920), Rausch (1923), and Vliet (1919). Since we do not have the 1918 city directory we do not know if Vliet was listed or not. We can only say for certain that six doctors made the decision to not be listed in the directory after one year.

This could be due to moving out of the area or that the expected return for the advertising expense did not warrant continuing the listing, or some other reason. The remaining eight doctors seemed to be rather stable in their location. The four offices of McCullough and Surtees were all located in the 200-block of East Hanover Street, McCullough in adjacent properties at 210 and 212 and Surtees at 236 and, on the opposite side of the street at 241. Lorenzo is the one other doctor with two locations.

Despite the large number of manufacturing concerns with the attendant risk of physical injuries, the majority of offices were not located in working-class neighborhoods or near factories. There are many possible reasons for this but the main one probably was the chiropractic profession positioned itself as an alternative to medical care for almost all health concerns. It had yet to become limited to physical injuries and accidents; that link only came after the end of the Second World War and has proven to be a great impediment to the growth and acceptance of the profession in some respects and a help in the increasing use of chiropractic by those who are injured or have been in an accident. We have to be careful to not read too much into the city directories; many chiropractic doctors did not have a listing in the city directories and many of these could be in the working communities and would have a good word-of-mouth referral system due to the world their patients lived in. Co-workers provided an almost unlimited source of new patients as did the local church, the ethnic clubs such as the Italian-American Sportsman Club in Trenton, the social clubs, and even the neighborhood watering-hole.

DCs in white collar areas tended to have offices in buildings considered to be professional office buildings possibly to meet the expectations of a well-heeled patient-base or to attract that type of patient. White collar workers tend to be better educated, more affluent, and more amenable to trying new things than their blue-collar counterparts. Despite the huge number of injuries that must have been a daily occurrence in the blue-collar population, it appears that it was the white-collar population who were more likely to use chiropractic care. This has remained unchanged since the 1920s, it is the better educated and more affluent people who avail themselves to chiropractic care. Whether this is a function of having more disposable income or being better educated or some other reason is unclear. Perhaps more important is the answer to the concomitant question of why do those who are more likely to receive some physical injury while working less likely to seek chiropractic care.

Incorporating data from the US Census returns provides supplemental information to that found in city directories. Five of the doctors do not appear in census returns for Trenton: Billey, Brooksie, Frye, Jacobs, and Rausch. Alphabetically by surname the eleven others were:

Barnett: In 1920 John W. Barnett (born 1878) was living with his father-in-law at 213 Bellevue Avenue and worked as an *osteopath* in his own office. By 1930 the native of England had started going by the name J. Whitmore Barnett and was an osteopath living at 218 East Hanover Street. In 1940 he is found as an osteopath in private practice and living at 9 North Willow Street where he is found in 1950 as an *osteopathic physician*. He died in 1951. His son Frank lived with his parents in 1930 and had the same profession as his father, working at the *osteopathic hospital*.

Etz: Harry Etz; Federal Census Returns give his name as Jacob Harry Etz. He was born in 1896 in Lithuania. By 1920 he practiced out of his home at 30 South Clinton Street where he remained through 1940. He is found listed as a *Physician – D.C.* with a 1949 income of \$3,000.00 (about \$38,400.00 in 2023) in the 1950 census return. By that time he had moved to the affluent Hiltonia section of West Trenton where he lived at 29 Stanley Avenue. He died in 1958. His son Samuel, born in 1925, would later become a chiropractor in the Trenton area; he died five years before his father.

Flamand: Emilie Flamand was born in France in 1890. She practiced out of her home at 128 East Hanover Street. She died in 1970, the widow of Charles A. Bennett.

Kailey: Earl Kailey, born in Romania in 1890, he was a chiropractic doctor living with his in-laws at 508 Woodland Street in 1930 and at 553 South Broad Street in 1940 and 1950. He died in February 1972.

Lorenzo: In 1930 and 1940 the New Jersey native Thomas Lorenzo, born in 1886, was practicing at 234 Academy Street. According to the 1950 Federal Census he had moved to 1800 Riverside Drive, an affluent neighborhood of the city, and was a veteran of World War I. It also states his 1949 income from his practice was \$5,000.00, roughly equivalent to \$64,000.00 in 2023. He died in December 1980.

Marchand: Charles R. Marchand was born in 1877 in Ohio, and worked out of his house at 145 Perry Street in 1920 and 1930. Though he still lived at the same address in 1940, his office was located at 172 West Hanover Street, a single-family home, in that year; 1950 census returns list him as living at that address. He died in August 1968.

Martindell: Walter Martindell was born in New Jersey in June 1884. He was a salesman in the 1915 New Jersey State Census and living with his parents in 1920 at 109 North Willow Street. In 1920 he was a chiropractor with a private practice he ran out of his parent's home. He died at just 43 years old in January 1928.

McCullough: William George McCullough was born in Pennsylvania in 1852. In 1878 he graduated from the Hahnemann Medical School in Philadelphia, which was a homeopathic institution at that time. He was living at 210 East Hanover Street in Trenton by 1910 when he lists his occupation as *M.D. & M.E.* (Medical Doctor and Medical Examiner) with the 1920 census returns showing the same information. The 1915 New Jersey State Census lists him as a *physician* at the same address. In 1930 he was a 78-year-old doctor of his *own account*, *i.e.* in private practice, and living in the suburban township of Hamilton at 1019 Crescent Avenue. He died in Trenton on 8 March 1937 at the age of 85.²

Surtees: Etta Surtees was born in Delaware in 1880; she was widowed before 1930 when she was living and practicing out of her home at 236 East Hanover Street. By 1940 she had moved to 214 West State Street where she had her practice.

Vliet: Chester B. Vliet was born in 1885 in New Jersey and living at 9 Broad Street in 1910; whether it was North or South Broad Street is not stated. Both addresses are within one city block of each other, on either side of State Street. His office was at 211 South

² "United States Deceased Physician File (AMA), 1864-1968," American Medical Association, Chicago. database available at FamilySearch.org

Broad Street in 1920; by 1930 he had relocated to Spring Lake in Monmouth County. He died at his house in Neptune, New Jersey in September 1945.

Whiteside: Born in Pennsylvania in 1886. In 1920 M.H. Whiteside was a druggist with his own shop living at 220 East State Street with his wife Laura and daughter Marion. Dr. F.V. Jacobs occupied that address by 1924. By 1940 Dr. Whiteside was a chiropractor living at 176 West Hanover Street where he was a neighbor of fellow chiropractor Charles Marchand who had his practice at 172 West Hanover Street. Meade and his wife Laura, a practical nurse, were divorced before 1940. In 1950 Meade was in private practice as a chiropractor still living at 176 West Hanover Street. *Dr. Meade Whiteside, Chiropractor*, died in 1956 in Trenton as stated in an obituary appearing in the *Trenton Evening Times* on 8 October 1956. There appears another obituary in the *Trenton Evening Times* on 21 July 1980 recounting the death of the 95-year-old *Dr. Meade H. Whiteside* on 19 June 1980. He was a resident of Morrisville, Pennsylvania, which is immediate opposite from Trenton on the Delaware River. This second person was born in Colerain, Pennsylvania on 6 June 1885 and was married to Laura Nichols. It also names a son as Robert Fulton and a daughter Marion Ellin. There is no mention of a divorce in either obituary but they are interred in different cemeteries with Meade sharing a plot with Isaac Hall VanArsdale (1895-1976) in Oxford Cemetery while Laura, who died in 1967, is in nearby Morrisville Cemetery. Given the correct age and unique name, there being only one person named Meade Whiteside listed in city directories and census returns, this second obituary raises questions about the date of his death.

It is noteworthy that two who listed themselves as chiropractors in city directories, Barnett and McCullough, did not do so in the census returns.

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